

Job Description – Assistant Manager - Communications

Designation	Assistant Manager – Communications
Location	Mumbai Head Office
Employment type	Renewable fixed term contract
Report to	Deputy Senior Manager – Communications
Direct reportees	None

Organization background

Educate Girls (www.educategirls.ngo) is holistically tackling issues at the root cause of gender inequality in India's education system. Our comprehensive model reforms government schools through community ownership and reaches up to 90% enrolment, higher attendance and improved learning outcomes for all girls. Founded in 2007, the non-governmental organization has a management and outreach office in Mumbai and operations in Pali, Jalore, Sirohi, Ajmer, Bundi, Rajsamand, Bhilwara, Udaipur, Jhalawar and Banswara in Rajasthan and Jhabua, Dhar and Alirajpur in Madhya Pradesh. At this period, the organization is set to grow, and expand its reach of services beyond Rajasthan and Madhya Pradesh. As such, we have committed to launching interventions in multiple new geographies across India over the coming 3 years.

Role overview

AM- Communications will work with the Communications Team in ensuring that the brand and its communication is aligned to Educate Girls' vision, mission and values at all times. The position will be required to build and execute the communications strategy across mediums to support national and regional operations. The position will be responsible for (but not limited to) the following key areas.

Brand Alignment:

- Should have complete understanding of the Brand Manual and working guidelines (training will be imparted.)
- Will be responsible for adherence to the guidelines established here in for creation and delivery of communications content.

PR and Stakeholder Communications:

- Identify various internal and external stakeholders and aid in managing communications and branding requirement and in creating a positive brand image.
- Strategize and execute communications campaigns in association with partners.
- Aid in maximizing Educate Girls' brand reach by using various print and electronic media tools available.
- Conduct period media audits and monitor Educate Girls' competitive environment in print and electronic media.

- Build a database of journalists (international, national and regional) relevant to Educate Girls and reach out to them for stories (either through an agency, stringer or individually when required.)
- Write and disseminate press releases, Op-Eds and other documents for media consumption.
- Manage media queries in a timely manner.
- Assist media / partners on field visits.
- Represent Educate Girls at events organized by media and other partners.

Digital PR:

- Maintain Educate Girls' digital presence, ensuring all information is consistent with brand guidelines and is representative of the organization's mission and core values.
- Monitor Educate Girls' competitive environment in the digital space.
- Identify and engage with influencers especially on twitter.
- Manage spokesperson profiling on digital media.
- Identify blogs and websites (like The Better India, Huffington Post Women, Girls' Globe etc.) where stories can be pitched and partnerships can be forged.
- Work on content curation for Educate Girls' blog.

Support HO and Field Communications:

- Create and follow an 'activities calendar'
- Co-ordinate with regional teams as well as various departments at HO and facilitate communications requirement.
- Brainstorm on creative ways of presenting content in various formats - words, pictures, audio, video, illustrations etc.
- Work with in-house graphic designer and external designing agencies to create campaign designs and collaterals.
- Co-ordinate with the translator (agency) and adapt content to suit the need of various media vehicles – social media, blog, journals, reports, media articles, photo-essays etc.
- Create Power Point presentations as required.

Others:

- Timely documentation and record-keeping
- Maintain and update the mailing list and send out updates to our stakeholders as and when required
- Update information on website and other collaterals

Education and Work Experience:

- Should be a Graduate with a Post Graduate / Diploma in Mass Communication / PR / Journalism /Marketing.
- 3-4 years of relevant work experience (PR /Corporate Communications)
- Experience in media management and in handling PR Agencies.
- Familiarity with new media industry in general
- Should be a consumer of digital content and social media savvy.

Skills required:

- Proficiency in MS-Office especially MS Word and MS Power Point
- Must know English and Hindi fluently – written and spoken
- Must own superlative creative writing skills. Must be able to independently design and author a great story.
- Ability to think, plan and execute on multiple projects simultaneously in an organized fashion.
- Ability to conceptualize breakthrough campaigns and carry them through execution
- Attention to detail and lateral thinking
- Excellent inter-personal skills and the ability to work with people from varied backgrounds, at all management levels.
- Commitment to Educate Girls' mission and values
- Gender sensitivity

Travel: Monthly travel (for at least a week) to program locations in rural India, especially Rajasthan and Madhya Pradesh. Travel to other cities in India for summits and events as required.

TO APPLY

Interested candidates with relevant experience are to e-mail their **CVs and covering letters** to jobs@educategirls.ngo

IMP:

- Please clearly state **the role and district** that you are applying for in the email subject line.
- Please clearly mention **current/last drawn compensation** and expected compensation.

For further details about organisation please visit www.educategirls.ngo

"Educate Girls is committed to achieving 50/50 gender balance in its staff. Female candidates are strongly encouraged to apply for this position."